

BE YEARS AHEAD!

Newest

UP TO THE MINUTE~5th DECADE 20th CENTURY

STORE LIGHTING

1940

1941

1942

1943

1944

1945

1946

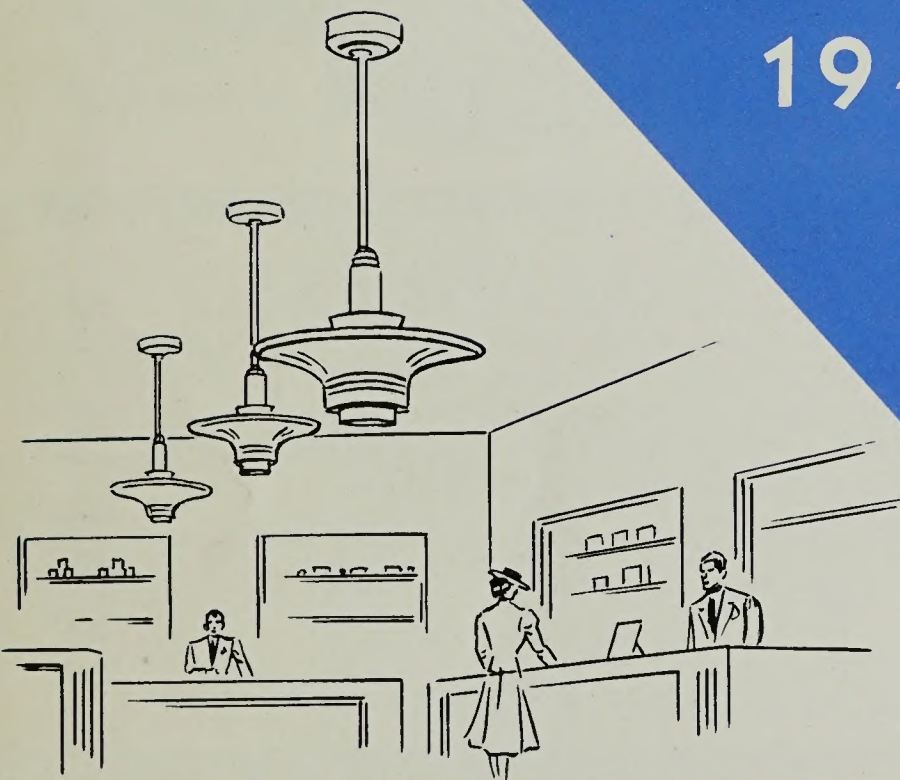
1947

1948

1949

by **Guth**

E. R. BEERS ELEC. CO.
BLOOMSBURG, PA.



MODERN STORE LIGHTING DEMANDS STIMULATING BRIGHT ATMOS-
PHERE—PLUS PUNCH LIGHT ON COUNTERS—STYLE AND BEAUTY
IN THE MODERN MOTIF—MAZDA FILAMENT LAMPS FOR LOWEST
LIGHTING COSTS—EFFICIENT, PERMANENT ALZAK REFLECTORS



The amazing new MOROLUX for Silver Bowl lamps, provides indirect lighting for that inviting store atmosphere, and then builds up high lighting intensities at counter levels. MOROLUX is a 100% all-metal luminaire, nothing to break, permanently finished by the ALZAK process, and has exceptionally high maintenance factor. Reflector (18-gauge aluminum) has beautiful ALZAK Emery Graining and polished bands on exterior. Stem is ALZAK aluminum with swivel hanger.

Cat. No.	Wattage	Dia.	Lgth.	Price
R6725A	150-200	16"	30"	\$12.50
R6726	300-500	19"	36"	15.00
R6727	750-1500	23"	42"	20.00

THE AMAZING AND DIFFERENT

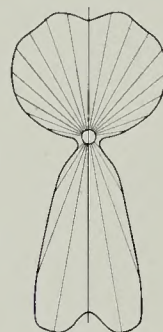
Guth

MOROLUX

U. S. PATENTS PENDING

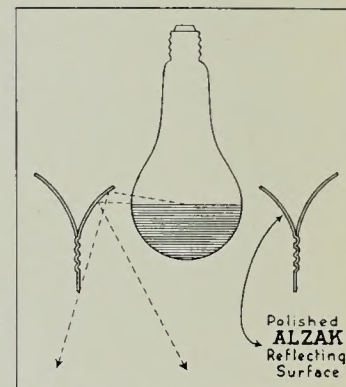
... Silver Bowl Lamp—Direct - Indirect

← Beautifully illuminated sales area (Photo to left), portrays the ultimate in modern merchandising by LIGHT! Stimulating, expressive store atmosphere greets the customer, PLUS strong downlight for customer's inspection of merchandise. Guth MOROLUX R6727 installed on 18-foot ceiling produces 80-foot candles at counter level.

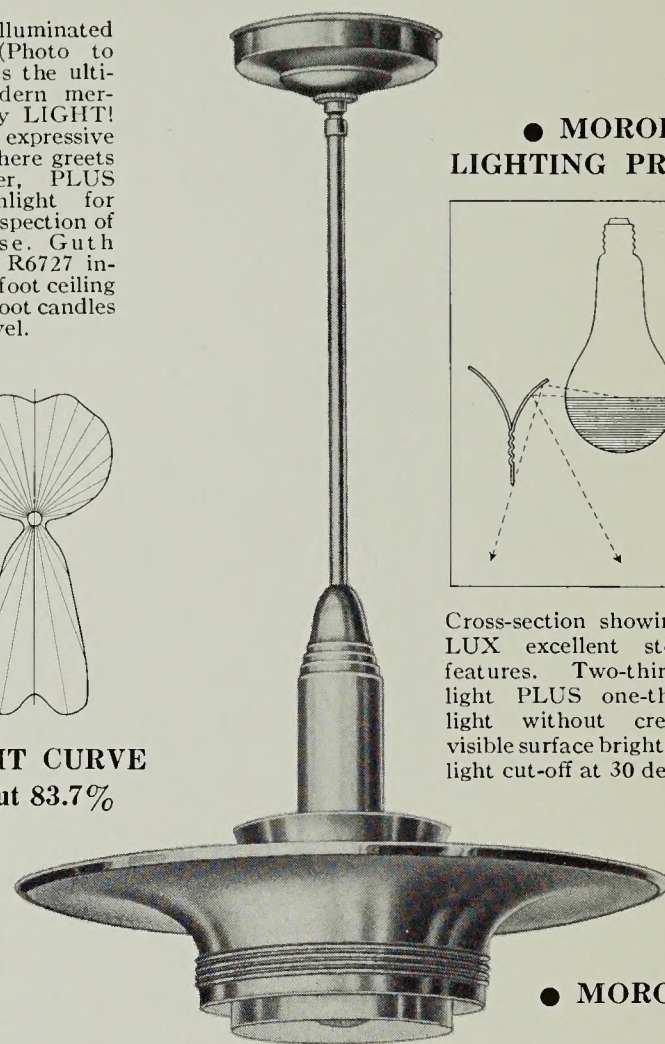


● LIGHT CURVE
Output 83.7%

● MOROLUX
LIGHTING PRINCIPLE



Cross-section showing MOROLUX excellent store-lighting features. Two-thirds upward light PLUS one-third downlight without creating any visible surface brightness. Direct light cut-off at 30 degrees.



● MOROLUX

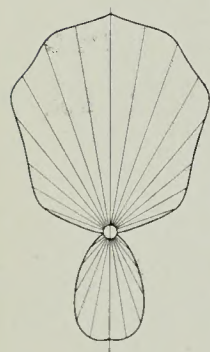
THE FAMOUS EFFICIENT

Guth

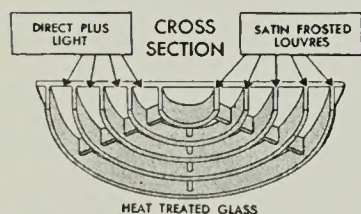
LOUVRE LENS D. I.

LOUVRE LENS IS PATENTED

... Pleasing Direct - Indirect Luminai



Light curve to left illustrates two-thirds indirect lighting component and one-third direct lighting component. Ideal merchandise lighting.



Louvre Lens is one of the most efficient glass lenses ever produced. Integral concentric and diagonal satin frosted bands cut-off direct light at 45 degree angle insuring refined quality illumination.

Modern illumination with Louvre Lens D. I. means more Clothing Sales for this modern merchandiser. Guth R6006 on 10' x 14' spacing and 12' ceiling produces 30-foot candles in general sales area. There is too, strong downward light for close Clothing inspection, fully satisfying the customer in that he knows exactly what he is buying.



● LOUVRE LENS D. I.
LUMINAIRE

The famous Louvre Lens D. I. (Direct-Indirect) luminaire is probably today the largest selling unit of its type on the market. Louvre Lens D. I. delivers Life and Sparkle, resultant of vital radiating characteristics of its crystal louvred glass bottom, on merchandise displays. Lighting engineers who have specified Louvre Lens D. I. have justifiably accomplished their visions of the finest possible merchandise lighting installations.

Cat. No.	Wattage	Dia.	Lgth.	Price
R6004	150- 200	14"	30"	\$11.00
R6005	200- 300*	18"	30"	13.00
R6006	300- 500	18"	36"	13.50
R6007	300- 500	22"	36"	19.00
R6008	750-1000	22"	42"	20.00

*Denotes 300-watt medium base lamp.



THE SMART MODERN

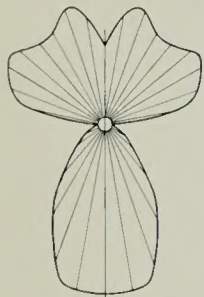
Guth ZEPHYR D. I.

... Exquisite Design Direct - Indirect

The Zephyr D. I. (Direct-Indirect) with Louvre Lens Bottom (see page 2 for lens' description), delivers fairly wide upward distribution plus strong downlight, thereby being comparatively more applicable for lower ceiling installations. Ultra-smart in design with its lustrous grained aluminum exterior, Zephyr D. I. is apropos in modern appointments where good sales lighting is a requisite.

Cat. No.	Wattage	Dia.	Lgth.	Price
R6690	200-300*	19"	30"	\$16.50
R6691	300-500	19"	36"	17.00
R6692	300-500	23"	42"	22.00

*Denotes 300-watt medium base lamp.



● Light Curve

Reflectors of 18-gauge No. 1 grade aluminum efficiently and permanently processed genuine ALZAK. Swivel hanger for vertical alignment. Socket cover, stem and canopy permanent ALZAK.



● ZEPHYR D. I.

EFFECTIVE SALES LIGHT

Guth YORK-EXCELUX

For High Ceilings and Strong Downlite

Pleasing York design reflector with high-powered Excelux Louvres which deliver as much as 50% more downlight as do other metal louvres. Excelux secret lies in its strategic design and ALZAK finish. The additional light output is accomplished without glare at normal vision angles.

Cat No.	Wattage	Dia.	Lgth.	Price
R6550	200- 300	15"	30"	\$15.00
R6552*	300-1500	22"	42"	20.00

*Adapter is furnished with each R6552 (the adapter fits under the socket cover when 300 or 500-watt lamps are used). The adapter is not used when 750 to 1500-watt lamps are used.



● Light Curve

All reflectors and louvres of 18-gauge aluminum finished ALZAK. Swivel hanger is ALZAK. Reflector exterior is Emery grained with polished band.



● YORK-EXCELUX

Guth EXCELUX

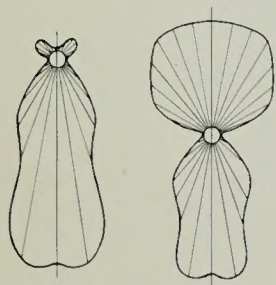
... Efficient Down-Liter Deluxe

The original Excelux for use when store owner wishes store counters to be lighted like show windows. When R6362 and 63 (for 90% Direct Lighting) are used, space closely (not to exceed 10 feet). R6700-02 can be spaced slightly farther apart as this type is direct-indirect (50% up and 50% down).

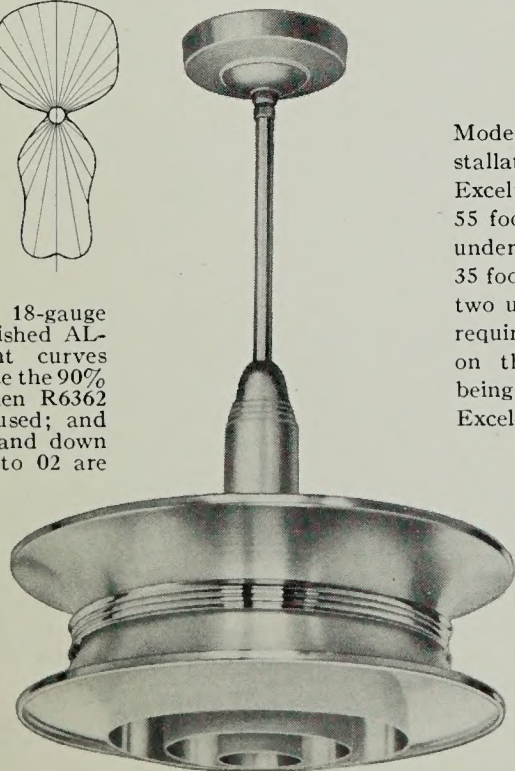
Cat. No.	Wattage	Dia.	Lgth.	Price
R6362	200- 300*	18"	30"	\$22.00
R6363	300- 500	18"	36"	22.50
BP6363	750-1000†	18"	42"	23.00
R6700	200- 300*	18"	30"	21.00
R6701	300- 500	18"	36"	21.50
R6702	750-1000†	18"	42"	22.00

*Denotes 300-watt medium base lamps.

†Denotes Bipost lamps.



Reflectors of 18-gauge aluminum finished ALZAK. Light curves above illustrate the 90% downlight when R6362 and 63 are used; and the 50% up and down when R6700 to 02 are used.



● EXCELUX

Modern shoe store installation with R6363 Excelux which delivers 55 foot-candles directly underneath fixture and 35 foot-candles between two units. Shoe stores require most light right on the floor, thereby being very favorable for Excelux type lighting.



Guth PEP-O-LITE

... 60 - 40 Favor Downlite

A new luminaire, with 60% up and 40% down light, PEP-O-LITE finds favor in the well appointed modern store. Genuine EXCELUX Louvres, most efficient metal louvres yet devised, increase overall effectiveness of this luminaire. Diffusing glass bottom around the Excelux Louvres add materially to the smart appearance.

Cat.No.	Wattage	Dia.	Lgth.	Price
R6750	200-300*	22"	30"	\$34.00
R6751	300-500	22"	36"	35.00

*Denotes 300-watt medium base lamp.

● PEP-O-LITE



Rigidly constructed with 18-gauge aluminum reflectors and louvres. Finished Emery grained with polished bands. Diffusing bottom glass of C. R. I. Swivel hanger finished ALZAK aluminum.





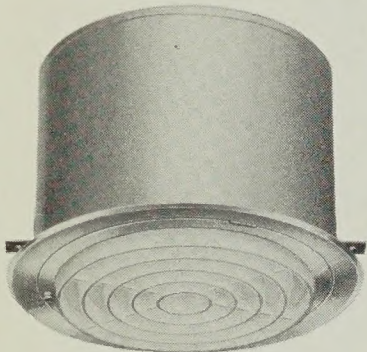
DIRECT-INDIRECT LIGHTING

...with Individual Fixtures

Photograph at left typifies Direct and Indirect Lighting for stores using separate and individual fixtures for the respective components. Where application warrants, striking and effective installations are made in this manner.

Installation shown herewith was adjudged by the Illuminating Engineering Society as one of the finest lighting installations made during the year. The lighting problem involved was to produce inviting, pleasant trade atmosphere for customer acceptance, plus strong downlight for suitable display of jewelry, diamonds, etc. To accomplish this effect, Guth totally indirect Zephyrs (shown at right), were installed down the center of the store to produce 20-foot candles illumination. Supplementing this general lighting separate Recessed fixtures (similar to unit shown at left below) were installed directly over the counters to deliver 50-foot candles of power light.

INDIVIDUAL RECESSED UNITS



Heavily constructed, fireproofed units, have heavy gauge steel outer housings with separate inner ALZAK reflectors. Frame holding genuine Louvre Lens is Polished Chromium and is hinged for easy re-lamping.

The Louvre Lens Recessed Units deliver strong downlight with their powerful ALZAK reflectors. The Louvre Lens produces life-giving realness, creating vitality with warmth, color and richness. Louvre Lens is one of the most efficient glass lenses on the market; its integral Diagonal and Concentric satin-frosted bands provide 45-degree light cut-off, yet furnish some ceiling light to softly illuminate ceiling area around the unit.

Cat. No.	Watt.	Hole Dia.	Price
C4400	75-150	9 ³ / ₄ "	\$16.00
C4401	150-200	11 ⁵ / ₈ "	21.00
C4402	200-300	13 ⁵ / ₈ "	26.00

Louvre Lens is Patented.

Guth ZEPHYR

...Totally Indirect Luminaire

The fast-selling Zephyr totally indirect luminaire exemplifies the sleek trimness of modern design. Producing a wide "Butterfly" light curve, the Zephyr can be installed effectively on low ceilings or wide spacings with more uniform illumination results.

Cat. No.	Wattage	Dia.	Lgth.	Price
R6381	200- 300*	16 ³ / ₄ "	30"	\$10.50
R6286	300- 500	19"	36"	12.00
BP6286	750-1000†	19"	42"	13.50
R6287	750-1500	23 ¹ / ₂ "	42"	17.50

*Denotes 300-watt medium base lamp.

†Denotes Bipost lamp.

Our Engineering Department invites your inquiries. We will be glad to furnish full layout information at no cost or obligation to you.



Glistening Emery grained ALZAK aluminum reflector with polished band. Swivel hanger is finished ALZAK aluminum.

● ZEPHYR

FILAMENT LAMPS VERSUS FLUORESCENT LAMPS

For General Store Lighting ... Be Well Informed ... Consider These Facts

Preface: The facts and generalities listed below are written in the spirit of cooperation for store owners and managers. The Edwin F. Guth Company manufacture an outstanding line of Fluorescent equipment as well as Filament lamp equipment.

- 1. QUALITY ILLUMINATION:** The "Science of Seeing" has progressed steadily; years of intense study and practical installations have proven that the finest possible lighting for Store Interiors is of Direct-Indirect nature. Only Indirect type lighting can provide cheerful, inviting appearance, and atmosphere. Only Direct type lighting will provide sufficient downlight with which to clearly see and define merchandise on sale. Therefore, the combination of Indirect plus Direct is the ideal Store Light. Do not confuse this good lighting with bare tube direct lighting.
- 2. QUANTITY AND PUNCH EFFECT:** Filament Lamps produce more "kick" or "punch" than do Fluorescent lamps. This means more realness, warmth and most important, better definition to merchandise. Filament lamps appear to "deliver" more light; that is, 25 foot candles from a Filament light source appears "brighter" than does 25 foot candles from a Fluorescent light source, particularly when the colder Daylight color is used.
- 3. INITIAL OUTPUT AND POWER FACTOR:** The Filament lamp gradually reduces in light output until at the end of its useful life it is approximately 75% efficient. The Fluorescent lamp drops 10% to 15% after the first 100 hours burning, and after this, gradually reduces to approximately 75% output at the end of its useful life. Filament lamps have 100% Power Factor. Fluorescent lamps can be corrected to proper High-Power-Factor and unless this initial expense is undergone, probably a premium will be paid on the electric bill. Also, Low-Power-Factor requires larger current-carrying-capacity in the wiring system.
- 4. WATTAGE AND WIRING:** Lower wattage consumption may be offset by higher kilowatt-hour electric rate. Likewise, possible added wiring costs for Filament lighting may be offset by accessory equipment necessary for Fluorescent Lighting operation.
- 5. AIR CONDITIONING AND COLOR:** Air Conditioning engineers base their power load on total wattage consumed rather on the fact that Fluorescent lamps produce less radiant heat than do Filament lamps. Fluorescent lamp color, specifically the new Daylight color, is a definite advantage to some applications. The Fluorescent lamp is the most practical method to obtain artificial Daylight tones.
- 6. COMPARATIVE COSTS:** Estimates in table to right are based on Direct-Indirect lighting for a Store Interior. For the Filament lamp example, Guth MOROLUX (Two-thirds Indirect and one-third Direct) is used as basis; for the Fluorescent installation, a similar light-proportioned Fluorescent fixture is used. A store 75 feet long by 24 feet wide with 13 foot ceiling, is the basis in this hypothesis. Fixtures to be on 10 foot by 12 foot spacing and 10 foot mounting height.

	FLUORESCENT	FILAMENT
1. Light Source	40-Watt White	500-Watt S. B.
2. Hours of Life	2000 Hours	1000 Hours
3. Initial Lumen Output	2000 Lumens	9447 Lumens
4. Number of Lamps PER Fixture	4—40 Watt	1—500 Watt S. B.
5. Lamp Cost per Fixture (with 30% Disc.)	\$6.44	\$1.33
6. Number of Fixtures	14	14
7. Fixture Costs	\$65.00	\$10.00
Includes cost of transformers, switches, compensator and high Power Factor correction. Also installation is included.		x 14
	\$910.00	\$140.00
8. TOTAL INVESTMENT (Installed) Ready to light. Including Lamps.	\$1000.16	\$158.62
9. Fixed yearly charges on Investment (Interest, Taxes and Insurance) Amortization at 2% per month.	\$240.04	\$38.07
10. Burning Hours per Year	2000 Hours	2000 Hours
11. Annual Lamp Renewal Cost (14 Fixtures)	\$90.16	\$37.24
12. Total Lamp Renewal and fixed yearly charges (items 9 and 11).	\$330.20	\$75.31
13. Total Wattage per hour of lamps and luminaires including consumption in ballasts of Fluorescent units.	2730 Watts	7000 Watts
14. Total Energy Cost per year at 2c per kilowatt hour. (2000 burning hours per year).	\$109.20	\$280.00
15. Total Overall Cost per year (items 12 and 14)	\$439.40	\$355.31
16. Foot candles of light on merchandise (coefficient of utilization .40—maintenance factor .75)	18.7	22.0

Notes: S. B. denotes Silver Bowl Filament Mazda Lamp. Amortization at 2% per month is rate taken by most engineers. In Item 14, the low rate of 2c per KWH favors Fluorescent; also likely as not a lower rate would be available for the larger consumption of the Filament lamp. Ordinarily, Fluorescent fixtures are recommended on closer spacings than are Filament lamp fixtures.

THE EDWIN F. GUTH COMPANY
"Leaders in Lighting Since 1902"
ST. LOUIS, MO.